



Civil Air Patrol, Illinois Wing Headquarters

Public Affairs Directorate

AUXILIARY OF THE UNITED STATES AIR FORCE

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PAO UPDATES

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New media resource for Chicago area members/units

The Chicago Tribune has announced a new section called Trib Local. This special section will appear each Thursday in editions sent to subscribers. It focuses in on local area news based on groupings of contiguous suburbs. They are making a strong effort to solicit local news. This is an excellent opportunity to get a story published about an individual member, or unit in the Chicago area.

The premier issue stated, "At Triblocal.com you'll become a 'citizen contributor.'" The stories you write and the photos you post will not just appear on our Web site, Triblocal.com, but many will be selected for this weekly print edition."

Posting a story requires a free registration to the service at Triblocal.com. You can cut and paste a story and attach a .jpg photograph. The registration process requires that you enter a particular city, but a new city can be selected depending on where a member resides, or a unit is headquartered. The page used for posting a story requests that a particular category be selected. As luck would have it, two of the categories are Community Service/Volunteers, and Teens.

Let's take advantage of this excellent opportunity!

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Retro Regs

Many PAs were disgruntled when the new CAPR 190-1 did not include the treasure trove of information provided in the now defunct CAPP 190-1 Volumes 1 & 2. In an attempt to de-disgruntle IL Wing PAs, the two massive missives can be found on the IL Wing PAO Website, or by going to the following links:

CAPP 190-1 Vol 1 http://ilwg.cap.gov/pao/190-1_VOL_01.pdf

CAPP 190-2 Vol 2 http://ilwg.cap.gov/pao/190-1_VOL_02.pdf

Pour yourself a New Coke, put on a Beatles album, download these sites and wallow in the nostalgia.

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Teaching old dogs new tricks department

PA officers are gluttons -- for learning, that is. The Illinois Emergency Management Agency (IEMA) and the Federal Emergency Management Agency (FEMA) offer some great courses for PAs who are training for, or rated as Mission Information Officers. The IEMA courses are several days of classroom training held at various facilities, usually in Springfield. The FEMA courses are online.

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IEMA <http://www.state.il.us/iema/training/training.asp>

- Basic Public Information Officers Course (G-290)
- Effective Communications
- Media Relations -- Basic
- Media Relations -- Advanced

FEMA <http://www.training.fema.gov/IS/crslist.asp>

- IS-250 Emergency Support Function 15 (ESF 15) External Affairs
- IS-701 NIMS* Multi Agency Coordination Systems
- IS-702 NIMS Public Information Systems

* National Incident Management System

Special thanks to Capt David Hoover, Fox Valley Comp Squadron PA, for bringing the FEMA courses to light.

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“Lions and Tigers and Bears, oh my!”

Along with ...*things that go bump in the night*, Wing staffers are losing sleep over the upcoming headquarters inspections. Many have experienced serious hair-loss.

The GLLR Staff Assistance Visit, a warm-up for the HQ CAP-USAF Compliance Inspection, is scheduled for November 21 - 22, 2009. The actual CI will take place on November 6 - 8, 2010.

Unit commanders can expect frazzled staffers contacting them for up-to-date 2a's on their counterparts in squadrons and groups. At the very least, commanders please update your staff rosters in CAP HQ e-services. To date, only 20 PAs are listed. Several units have two (which is fine). The PA slot reverts to the commander, if the spot is unassigned, but I'd like to get as close to 100% of all units having a named PA. It can be an additional duty assignment for a present staffer at both squadron and group levels.

Group Commanders, raid your squadrons and get a PA officer as an additional duty staffer!
Promise them anything!

Please keep me posted on new assignments: pa@ilwg.cap.gov.

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IL Wing IT directorate at work

<http://www.wimp.com/harddrive/>

Thanks, Col Peters.

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Public Affairs Plan and Crisis Communications Plan

After minutes and minutes of dedicated effort, the 2009 Public Affairs Plan has been completed, approved by Col Larson and up-chucked, I mean up-channeled, to GLR and NHQ. Learn everything there is to know about the Wing's PA plan at: http://ilwg.cap.gov/pao/PA_Plan_20090716_ver01.pdf.

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A committee consisting of Col Joe King, Lt Col Paul Hertel and Lt Col Ted Lohr has been formed to craft the Crisis Communications Plan. The deadline for completion is August 31st. A broadcast email to the IL Wing distribution list attempting to recruit cadet committee members resulted in deafening silence.

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On-the-job training

Unit PAs who would like some editorial direction should feel free to submit draft press releases, feature stories, etc. for constructive suggestions to pa@ilwg.cap.gov.

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Miscellany

- Check out the IL Wing PAO website and Blog on a regular basis:
 - IL Wing Website: <http://ilwg.cap.gov/pao>
 - IL Wing Blog: http://ilcapnews.blogs.com/il_cap_news_blog/
 - IL Wing Summer Encampment Blog: <http://ilcapnews.blogs.com/ilwgse2009/>
- Unit commanders, please work with your cadet staff to appoint cadet PAs to work with your PA. Press releases and photographs from cadets would be welcome.
- The IL Wing PAO Academy scheduled for September, will most likely be postponed until spring 2010.
- As OPS finalizes training plans for FY '10, opportunities for MIO training will be planned to integrate into field training exercises.
- **DON'T** Photoshop pictures sent to CAP or external media. They will do their own editing. Send hi-resolution pictures whenever possible. Usually, two photographs should be the maximum.
- **DO** make sure that subjects of photographs are in proper uniforms and meet **all** grooming standards for the uniform they are wearing -- especially BDU's.

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Win Valuable Prizes

Explain what the heck - 30 - means at the end of press releases and win an authentic IL Wing ES Disney Patch featuring former Wing Commanders, Col M. Mouse, and Col D. Duck. Submit all entries, to pa@ilwg.cap.gov.

